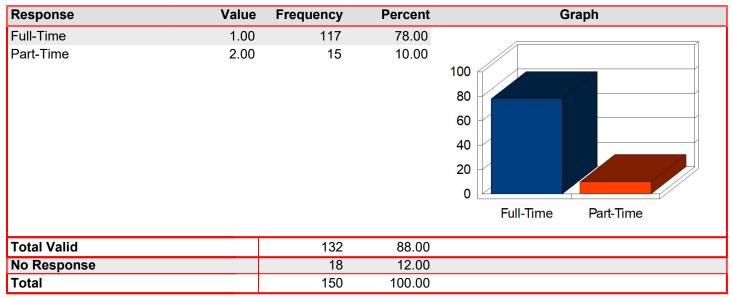
Trinity Valley Community College

Bookstore Satisfaction Survey

Fall 2019

ATHENS

Student Status Mean: 1.11



AGREEMENT: I am greeted when entering the bookstore

Mean: 4.52

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	90	60.00	
Agree	4.00	49	32.67	100
Neutral	3.00	10	6.67	
Disagree	2.00	1	0.67	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		150	100.00	
Total		150	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	100	66.67	
Agree	4.00	43	28.67	100
Neutral	3.00	5	3.33	
Disagree	2.00	1	0.67	80
Strongly Disagree	1.00	1	0.67	60
Don't Know or N/A	0.00	0		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		150	100.00	
Total		150	100.00	

AGREEMENT: Bookstore staff responds to feedback to improve services

Mean: 4.45

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	84	57.14	
Agree	4.00	46	31.29	100
Neutral	3.00	14	9.52	
Disagree	2.00	2	1.36	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	3		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		146	99.32	
No Response		1	0.68	
Total		147	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	85	57.43	
Agree	4.00	52	35.14	100
Neutral	3.00	9	6.08	
Disagree	2.00	1	0.68	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		20 StronglyAgree Neutral Strongly Disagree Agree Disagree
Total Valid		147	99.32	
No Response		1	0.68	
Total		148	100.00	

AGREEMENT: The bookstore has attractive displays

Mean: 4.54

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	91	60.67	
Agree	4.00	47	31.33	100
Neutral	3.00	9	6.00	
Disagree	2.00	1	0.67	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		148	98.67	
No Response		2	1.33	
Total		150	100.00	

AGREEMENT: The bookstore has helpful in-store signs

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	89	59.33	
Agree	4.00	53	35.33	100
Neutral	3.00	8	5.33	
Disagree	2.00	0	0.00	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	0		20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		150	100.00	
Total		150	100.00	

AGREEMENT: The bookstore has the course materials I need, when I need them

Mean: 4.49

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	87	59.18	
Agree	4.00	46	31.29	100
Neutral	3.00	13	8.84	
Disagree	2.00	1	0.68	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	3		20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		147	100.00	
Total		147	100.00	

AGREEMENT: The bookstore has reasonable hours of operation during the semester

Mean: 4.50

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	84	56.76	
Agree	4.00	56	37.84	100
Neutral	3.00	6	4.05	
Disagree	2.00	2	1.35	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		148	100.00	
Total		148	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	87	58.78	
Agree	4.00	53	35.81	100
Neutral	3.00	7	4.73	
Disagree	2.00	1	0.68	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		20 Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		148	100.00	
Total		148	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much

Mean: 4.18

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	69	47.26	
Agree	4.00	41	28.08	100
Neutral	3.00	31	21.23	
Disagree	2.00	3	2.05	80
Strongly Disagree	1.00	2	1.37	80
Don't Know or N/A	0.00	4		40 20 0
				StronglyAgree Neutral Strongly Disagree
				Agree Disagree
Total Valid		146	100.00	
Total		146	100.00	

AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 4.23

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	71	48.63	
Agree	4.00	43	29.45	100
Neutral	3.00	28	19.18	
Disagree	2.00	3	2.05	80
Strongly Disagree	1.00	1	0.68	80
Don't Know or N/A	0.00	4		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		146	100.00	
Total		146	100.00	

Satisfaction: Assistance of staff

Mean: 4.65

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	102	68.00	
Satisfied	4.00	44	29.33	100
Neutral	3.00	3	2.00	
Dissatisfied	2.00	1	0.67	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		150	100.00	
Total		150	100.00	

Satisfaction: Friendliness of staff

Mean: 4.68

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	106	70.67	
Satisfied	4.00	41	27.33	100
Neutral	3.00	2	1.33	
Dissatisfied	2.00	1	0.67	80
Very Dissatisfied	1.00	0	0.00	€0
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		150	100.00	
Total		150	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	96	64.00	
Satisfied	4.00	44	29.33	100
Neutral	3.00	8	5.33	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		148	98.67	
No Response		2	1.33	
Total		150	100.00	

Satisfaction: Selection of school supplies

Mean: 4.49

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	87	58.39	
Satisfied	4.00	49	32.89	100
Neutral	3.00	12	8.05	
Dissatisfied	2.00	1	0.67	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		149	100.00	
Total		149	100.00	

Satisfaction: Variety of college logo items

Mean: 4.54

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	91	61.07	
Satisfied	4.00	47	31.54	100
Neutral	3.00	11	7.38	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		149	100.00	
Total		149	100.00	

Satisfaction: Variety of clothing items available for purchase

Mean: 4.52

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	90	60.00	
Satisfied	4.00	46	30.67	100
Neutral	3.00	13	8.67	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		149	99.33	
No Response		1	0.67	
Total		150	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	96	64.00	
Satisfied	4.00	49	32.67	100
Neutral	3.00	4	2.67	
Dissatisfied	2.00	1	0.67	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		150	100.00	
Total		150	100.00	

Satisfaction: ONLINE textbook purchasing process

Mean: 4.32

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	70	51.09	
Satisfied	4.00	43	31.39	100
Neutral	3.00	22	16.06	
Dissatisfied	2.00	2	1.46	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	13		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		137	100.00	
Total		137	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	66	49.62	
Satisfied	4.00	41	30.83	100
Neutral	3.00	23	17.29	
Dissatisfied	2.00	2	1.50	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	17		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		132	99.25	
Multiple Responses		1	0.75	
Total		133	100.00	

Satisfaction: ONLINE textbook rental return policy

Mean: 4.32

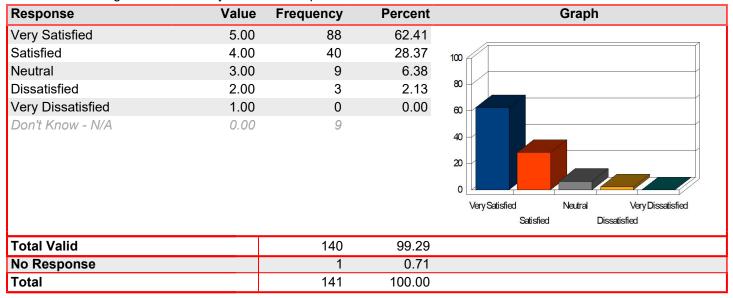
Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	66	50.38	
Satisfied	4.00	41	31.30	100
Neutral	3.00	22	16.79	
Dissatisfied	2.00	1	0.76	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	19		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		120	99.24	Calcilla Diotalina
Total Valid		130		
No Response		1	0.76	
Total		131	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	74	54.01	
Satisfied	4.00	43	31.39	100
Neutral	3.00	18	13.14	
Dissatisfied	2.00	1	0.73	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	13		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		136	99.27	
No Response		1	0.73	
Total		137	100.00	

Satisfaction: Bookstore textbook buy back procedures

Mean: 4.45

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	77	55.80	
Satisfied	4.00	45	32.61	100
Neutral	3.00	15	10.87	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	12		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		137	99.28	
No Response		1	0.72	
Total		138	100.00	



Likely: Purchase and use E-books over traditional textbooks in the future

Mean: 3.98

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	60	41.67	
Likely	4.00	39	27.08	100
Neutral	3.00	28	19.44	
Unlikely	2.00	13	9.03	80
Very Unlikely	1.00	3	2.08	60
Don't Know or N/A	6.00	6		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		143	99.31	
No Response		1	0.69	
Total		144	100.00	

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	65	44.22	
Likely	4.00	42	28.57	100
Neutral	3.00	24	16.33	
Unlikely	2.00	12	8.16	80
Very Unlikely	1.00	3	2.04	60
Don't Know or N/A	6.00	3		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		146	99.32	
No Response		1	0.68	
Total		147	100.00	

Likely: Rent a Textbook in the future

Mean: 4.17

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	72	49.66	
Likely	4.00	38	26.21	100
Neutral	3.00	24	16.55	
Unlikely	2.00	7	4.83	80
Very Unlikely	1.00	3	2.07	60
Don't Know or N/A	6.00	5		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		144	99.31	77.
No Response		1	0.69	
Total		145	100.00	

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	98	65.33	
Likely	4.00	35	23.33	100
Neutral	3.00	13	8.67	
Unlikely	2.00	1	0.67	80
Very Unlikely	1.00	1	0.67	60
Don't Know or N/A	6.00	0		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		148	98.67	
No Response		2	1.33	
Total		150	100.00	

Likely: Purchase more clothing and merchandise if there was a better selection

Mean: 4.29

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	81	54.00	
Likely	4.00	36	24.00	100
Neutral	3.00	30	20.00	
Unlikely	2.00	2	1.33	80
Very Unlikely	1.00	1	0.67	60
Don't Know or N/A	6.00	0		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		150	100.00	
Total		150	100.00	

Likely: Purchase computers and other electronics if it were available

Mean: 4.10

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	75	50.34	
Likely	4.00	29	19.46	100
Neutral	3.00	34	22.82	
Unlikely	2.00	7	4.70	80
Very Unlikely	1.00	4	2.68	60
Don't Know or N/A	6.00	1		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		149	100.00	
Total		149	100.00	

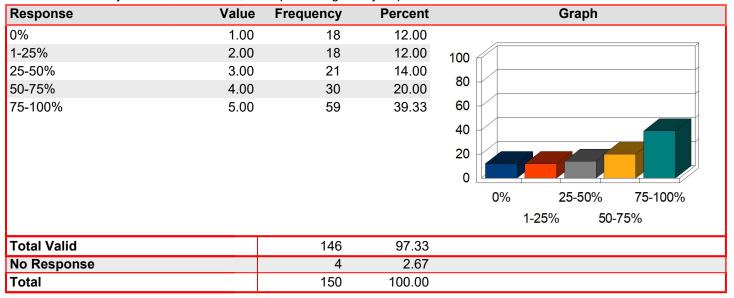
How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.89

Response	Value	Frequency	Percent	Graph
0	1.00	3	2.00	
1-3	2.00	63	42.00	100
4-6	3.00	46	30.67	
7-9	4.00	20	13.33	80
10 or more	5.00	16	10.67	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		148	98.67	
No Response		2	1.33	
Total		150	100.00	

For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?





How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.41

Response	Value	Frequency	Percent	Graph
0	1.00	102	68.00	
1-3	2.00	37	24.67	100
4-6	3.00	6	4.00	
7-9	4.00	1	0.67	80
10 or more	5.00	2	1.33	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		148	98.67	
No Response		2	1.33	
Total		150	100.00	

Trinity Valley Community College

Bookstore Satisfaction Survey

Fall 2019

HSC

Student Status Mean: 1.51

Response V	/alue	Frequency	Percent	Graph
Full-Time	1.00	17	40.48	
Part-Time	2.00	18	42.86	100 80 60 40 20 0 Full-Time Part-Time
Total Valid		35	83.33	
No Response		7	16.67	
Total		42	100.00	

AGREEMENT: I am greeted when entering the bookstore

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	13	30.95	
Agree	4.00	17	40.48	100
Neutral	3.00	6	14.29	
Disagree	2.00	5	11.90	80
Strongly Disagree	1.00	1	2.38	60
Don't Know or N/A	0.00	0		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	14	33.33	
Agree	4.00	21	50.00	100
Neutral	3.00	4	9.52	
Disagree	2.00	2	4.76	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		41	97.62	
No Response		1	2.38	
Total		42	100.00	

AGREEMENT: Bookstore staff responds to feedback to improve services

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	12	30.77	
Agree	4.00	13	33.33	100
Neutral	3.00	11	28.21	
Disagree	2.00	2	5.13	80
Strongly Disagree	1.00	1	2.56	80
Don't Know or N/A	0.00	3		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		39	100.00	
Total		39	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	17	41.46	
Agree	4.00	15	36.59	100
Neutral	3.00	5	12.20	
Disagree	2.00	3	7.32	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	1		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		40	97.56	
No Response		1	2.44	
Total		41	100.00	

AGREEMENT: The bookstore has attractive displays

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	9	21.43	
Agree	4.00	17	40.48	100
Neutral	3.00	13	30.95	
Disagree	2.00	3	7.14	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

AGREEMENT: The bookstore has helpful in-store signs

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	12	28.57	
Agree	4.00	18	42.86	100
Neutral	3.00	12	28.57	
Disagree	2.00	0	0.00	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

AGREEMENT: The bookstore has the course materials I need, when I need them

Mean: 3.64

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	15	35.71	
Agree	4.00	11	26.19	100
Neutral	3.00	4	9.52	
Disagree	2.00	10	23.81	80
Strongly Disagree	1.00	2	4.76	60
Don't Know or N/A	0.00	0		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

AGREEMENT: The bookstore has reasonable hours of operation during the semester

Mean: 4.29

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	20	48.78	
Agree	4.00	15	36.59	100
Neutral	3.00	4	9.76	
Disagree	2.00	2	4.88	80
Strongly Disagree	1.00	0	0.00	∞
Don't Know or N/A	0.00	1		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

AGREEMENT: The bookstore has reasonable hours of operation during registration

Mean: 4.39

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	21	51.22	
Agree	4.00	16	39.02	100
Neutral	3.00	3	7.32	
Disagree	2.00	1	2.44	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	1		40 20 Strongly Agree Neutral Strongly Disagree
				Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much

Mean: 3.59

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	11	26.83	
Agree	4.00	10	24.39	100
Neutral	3.00	12	29.27	
Disagree	2.00	8	19.51	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	1		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Mean: 3.56

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	12	29.27	
Agree	4.00	7	17.07	100
Neutral	3.00	15	36.59	
Disagree	2.00	6	14.63	80
Strongly Disagree	1.00	1	2.44	60
Don't Know or N/A	0.00	1		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

Satisfaction: Assistance of staff

Mean: 4.26

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	21	50.00	
Satisfied	4.00	12	28.57	100
Neutral	3.00	8	19.05	
Dissatisfied	2.00	1	2.38	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	100.00	
Total		42	100.00	

Satisfaction: Friendliness of staff

Mean: 4.29

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	22	52.38	
Satisfied	4.00	12	28.57	100
Neutral	3.00	7	16.67	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	1	2.38	80
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	100.00	
Total		42	100.00	

Satisfaction: Knowledge of staff

Mean: 4.24

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	19	45.24	
Satisfied	4.00	15	35.71	100
Neutral	3.00	7	16.67	
Dissatisfied	2.00	1	2.38	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	100.00	
Total		42	100.00	

Satisfaction: Selection of school supplies

Mean: 4.17

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	17	41.46	
Satisfied	4.00	14	34.15	100
Neutral	3.00	10	24.39	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	1		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		41	100.00	
Total		41	100.00	

Satisfaction: Variety of college logo items

Mean: 4.00

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	15	35.71	
Satisfied	4.00	14	33.33	100
Neutral	3.00	11	26.19	
Dissatisfied	2.00	2	4.76	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	100.00	
Total		42	100.00	

Satisfaction: Variety of clothing items available for purchase

Mean: 3.76

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	13	30.95	
Satisfied	4.00	10	23.81	100
Neutral	3.00	15	35.71	
Dissatisfied	2.00	4	9.52	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	100.00	
Total		42	100.00	

Satisfaction: Ease of locating products I need at the bookstore

Mean: 4.17

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	19	46.34	
Satisfied	4.00	10	24.39	100
Neutral	3.00	12	29.27	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		41	100.00	
Total		41	100.00	

Satisfaction: ONLINE textbook purchasing process

Mean: 4.03

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	12	37.50	
Satisfied	4.00	10	31.25	100
Neutral	3.00	9	28.13	
Dissatisfied	2.00	1	3.13	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	10		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		32	100.00	
Total		32	100.00	

Satisfaction: ONLINE textbook rental process

Mean: 4.03

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	12	41.38	
Satisfied	4.00	7	24.14	100
Neutral	3.00	9	31.03	
Dissatisfied	2.00	1	3.45	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	13		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		29	100.00	
Total		29	100.00	

Satisfaction: ONLINE textbook rental return policy

Mean:	3.	9	3
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Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	10	34.48	
Satisfied	4.00	8	27.59	100
Neutral	3.00	10	34.48	
Dissatisfied	2.00	1	3.45	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	13		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		29	100.00	
Total		29	100.00	

Satisfaction: Bookstores return policies

Mean: 4.15

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	15	44.12	
Satisfied	4.00	8	23.53	100
Neutral	3.00	10	29.41	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	8		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		33	97.06	
No Response		1	2.94	
Total		34	100.00	

Satisfaction: Bookstore textbook buy back procedures

Mean:	3.9	7
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Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	11	32.35	
Satisfied	4.00	10	29.41	100
Neutral	3.00	12	35.29	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	8		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		33	97.06	
No Response		1	2.94	
Total		34	100.00	

Satisfaction: Using financial aid for your bookstore purchases

Mean: 4.08

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	17	45.95	
Satisfied	4.00	10	27.03	100
Neutral	3.00	7	18.92	
Dissatisfied	2.00	2	5.41	80
Very Dissatisfied	1.00	1	2.70	60
Don't Know - N/A	0.00	5		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		37	100.00	
Total		37	100.00	

Likely: Purchase and use E-books over traditional textbooks in the future

Mean: 3.78

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	16	40.00	
Likely	4.00	12	30.00	100
Neutral	3.00	3	7.50	
Unlikely	2.00	5	12.50	80
Very Unlikely	1.00	4	10.00	60
Don't Know or N/A	6.00	2		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		40	100.00	
Total		40	100.00	

Likely: Make a future online purchase

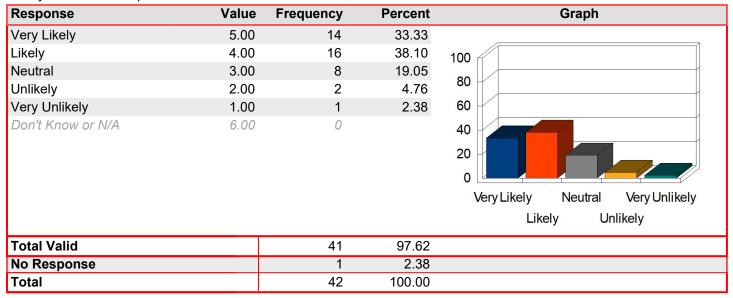
Mean: 4.05

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	19	46.34	
Likely	4.00	11	26.83	100
Neutral	3.00	6	14.63	
Unlikely	2.00	4	9.76	80
Very Unlikely	1.00	1	2.44	60
Don't Know or N/A	6.00	1		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		41	100.00	
Total		41	100.00	

Likely: Rent a Textbook in the future

Mean: 4.08

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	15	40.54	
Likely	4.00	14	37.84	100
Neutral	3.00	4	10.81	
Unlikely	2.00	4	10.81	80
Very Unlikely	1.00	0	0.00	60
Don't Know or N/A	6.00	5		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		37	100.00	
Total		37	100.00	



Likely: Purchase more clothing and merchandise if there was a better selection

Mean: 3.67

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	12	28.57	
Likely	4.00	14	33.33	100
Neutral	3.00	8	19.05	
Unlikely	2.00	6	14.29	80
Very Unlikely	1.00	2	4.76	60
Don't Know or N/A	6.00	0		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		42	100.00	
Total		42	100.00	

Likely: Purchase computers and other electronics if it were available

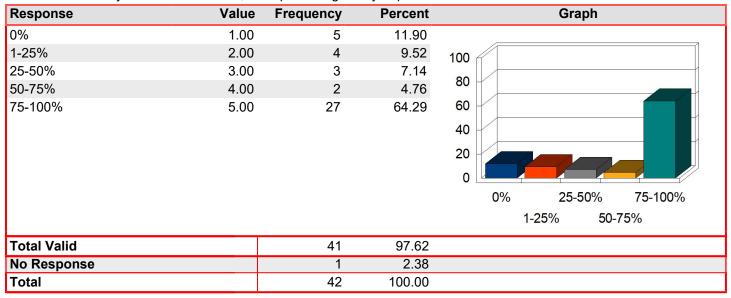
Mean: 3.07

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	8	19.51	
Likely	4.00	11	26.83	100
Neutral	3.00	6	14.63	
Unlikely	2.00	8	19.51	80
Very Unlikely	1.00	8	19.51	60
Don't Know or N/A	6.00	1		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		41	100.00	
Total		41	100.00	

How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.68

Response	Value	Frequency	Percent	Graph
0	1.00	3	7.14	
1-3	2.00	21	50.00	100
4-6	3.00	9	21.43	
7-9	4.00	2	4.76	80
10 or more	5.00	6	14.29	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		41	97.62	
No Response		1	2.38	
Total		42	100.00	



How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.24

Response	Value	Frequency	Percent	Graph
0	1.00	37	88.10	
1-3	2.00	3	7.14	100
4-6	3.00	0	0.00	
7-9	4.00	1	2.38	80
10 or more	5.00	1	2.38	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		42	100.00	
Total		42	100.00	

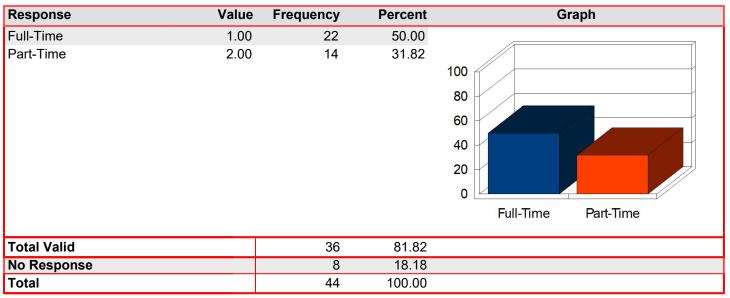
Trinity Valley Community College

Bookstore Satisfaction Survey

Fall 2019

PALESTINE

Student Status Mean: 1.39



AGREEMENT: I am greeted when entering the bookstore

Mean: 4.15

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	15	37.50	
Agree	4.00	17	42.50	100
Neutral	3.00	7	17.50	
Disagree	2.00	1	2.50	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	4		20 StronglyAgree Neutral Strongly Disagree Agree Disagree
Total Valid		40	100.00	
Total		40	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	16	38.10	
Agree	4.00	19	45.24	100
Neutral	3.00	3	7.14	
Disagree	2.00	3	7.14	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		41	97.62	
No Response		1	2.38	
Total		42	100.00	

AGREEMENT: Bookstore staff responds to feedback to improve services

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	11	29.73	
Agree	4.00	13	35.14	100
Neutral	3.00	8	21.62	
Disagree	2.00	2	5.41	80
Strongly Disagree	1.00	2	5.41	80
Don't Know or N/A	0.00	7		StronglyAgree Neutral Strongly Disagree Agree Disagree
Total Valid		36	97.30	
No Response		1	2.70	
Total		37	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	16	39.02	
Agree	4.00	17	41.46	100
Neutral	3.00	5	12.20	
Disagree	2.00	0	0.00	80
Strongly Disagree	1.00	2	4.88	80
Don't Know or N/A	0.00	3		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		40	97.56	
No Response		1	2.44	
Total		41	100.00	

AGREEMENT: The bookstore has attractive displays

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	11	26.19	
Agree	4.00	16	38.10	100
Neutral	3.00	12	28.57	
Disagree	2.00	2	4.76	80
Strongly Disagree	1.00	1	2.38	60
Don't Know or N/A	0.00	2		StronglyAgree Neutral Strongly Disagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

AGREEMENT: The bookstore has helpful in-store signs

Mean:	3.88

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	10	24.39	
Agree	4.00	19	46.34	100
Neutral	3.00	10	24.39	
Disagree	2.00	1	2.44	80
Strongly Disagree	1.00	1	2.44	80
Don't Know or N/A	0.00	3		40 20 0
				StronglyAgree Neutral StronglyDisagree
				Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

AGREEMENT: The bookstore has the course materials I need, when I need them

Mean: 3.63

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	13	31.71	
Agree	4.00	11	26.83	100
Neutral	3.00	8	19.51	
Disagree	2.00	7	17.07	80
Strongly Disagree	1.00	2	4.88	60
Don't Know or N/A	0.00	3		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		41	100.00	
Total		41	100.00	

AGREEMENT: The bookstore has reasonable hours of operation during the semester

Mean: 4.21

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	13	30.95	
Agree	4.00	26	61.90	100
Neutral	3.00	2	4.76	
Disagree	2.00	1	2.38	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		42	100.00	
Total		42	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	16	38.10	
Agree	4.00	22	52.38	100
Neutral	3.00	2	4.76	
Disagree	2.00	1	2.38	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	2		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		41	97.62	
No Response		1	2.38	
Total		42	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much

Mean: 3.16

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	8	21.05	
Agree	4.00	7	18.42	100
Neutral	3.00	9	23.68	
Disagree	2.00	9	23.68	80
Strongly Disagree	1.00	4	10.53	80
Don't Know or N/A	0.00	6		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		37	97.37	
No Response		1	2.63	
Total		38	100.00	

AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	8	20.00	
Agree	4.00	10	25.00	100
Neutral	3.00	10	25.00	
Disagree	2.00	7	17.50	80
Strongly Disagree	1.00	5	12.50	60
Don't Know or N/A	0.00	4		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		40	100.00	
Total		40	100.00	

Satisfaction: Assistance of staff

Mean: 4.00

Mean: 3.23

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	15	34.88	
Satisfied	4.00	17	39.53	100
Neutral	3.00	9	20.93	
Dissatisfied	2.00	0	0.00	80
Very Dissatisfied	1.00	2	4.65	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		43	100.00	
Total		43	100.00	

Satisfaction: Friendliness of staff

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	15	34.88	
Satisfied	4.00	14	32.56	100
Neutral	3.00	11	25.58	
Dissatisfied	2.00	1	2.33	80
Very Dissatisfied	1.00	2	4.65	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		43	100.00	
Total		43	100.00	

Satisfaction: Knowledge of staff

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	16	37.21	
Satisfied	4.00	16	37.21	100
Neutral	3.00	6	13.95	
Dissatisfied	2.00	3	6.98	80
Very Dissatisfied	1.00	1	2.33	60
Don't Know - N/A	0.00	1		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		42	97.67	
No Response		1	2.33	
Total		43	100.00	

Satisfaction: Selection of school supplies

Mean: 3.79

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	9	23.08	
Satisfied	4.00	17	43.59	100
Neutral	3.00	10	25.64	
Dissatisfied	2.00	2	5.13	80
Very Dissatisfied	1.00	1	2.56	80
Don't Know - N/A	0.00	5		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		39	100.00	
Total		39	100.00	

Satisfaction: Variety of college logo items

Mean: 3.70

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	7	17.50	
Satisfied	4.00	19	47.50	100
Neutral	3.00	10	25.00	
Dissatisfied	2.00	3	7.50	80
Very Dissatisfied	1.00	1	2.50	80
Don't Know - N/A	0.00	4		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		40	100.00	
Total		40	100.00	

Satisfaction: Variety of clothing items available for purchase

Mean: 3.59

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	7	17.95	
Satisfied	4.00	17	43.59	100
Neutral	3.00	8	20.51	
Dissatisfied	2.00	6	15.38	80
Very Dissatisfied	1.00	1	2.56	60
Don't Know - N/A	0.00	5		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		39	100.00	
Total		39	100.00	

Satisfaction: Ease of locating products I need at the bookstore

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	10	25.00	
Satisfied	4.00	19	47.50	100
Neutral	3.00	8	20.00	
Dissatisfied	2.00	2	5.00	80
Very Dissatisfied	1.00	1	2.50	εο ·
Don't Know - N/A	0.00	4		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		40	100.00	
Total		40	100.00	

Satisfaction: ONLINE textbook purchasing process

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	9	25.71	
Satisfied	4.00	11	31.43	100
Neutral	3.00	12	34.29	
Dissatisfied	2.00	2	5.71	80
Very Dissatisfied	1.00	1	2.86	80
Don't Know - N/A	0.00	9		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		35	100.00	
Total		35	100.00	

Satisfaction: ONLINE textbook rental process.

Satisfaction: ONLINE textbook rental process				Mean: 3.59
Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	7	21.88	
Satisfied	4.00	9	28.13	100
Neutral	3.00	13	40.63	
Dissatisfied	2.00	2	6.25	80
Very Dissatisfied	1.00	1	3.13	60
Don't Know - N/A	0.00	12		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		32	100.00	
Total		32	100.00	

Satisfaction: ONLINE textbook rental return policy

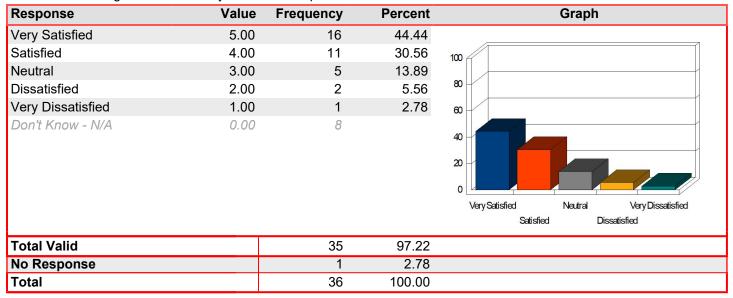
Satisfaction: ONLINE textbook rental return policy				Mean: 3.63
Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	8	26.67	
Satisfied	4.00	8	26.67	100
Neutral	3.00	10	33.33	
Dissatisfied	2.00	3	10.00	80
Very Dissatisfied	1.00	1	3.33	60
Don't Know - N/A	0.00	14		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		30	100.00	
Total		30	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	7	21.21	
Satisfied	4.00	11	33.33	100
Neutral	3.00	10	30.30	
Dissatisfied	2.00	2	6.06	80
Very Dissatisfied	1.00	2	6.06	60
Don't Know - N/A	0.00	11		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		32	96.97	
No Response		1	3.03	
Total		33	100.00	

Satisfaction: Bookstore textbook buy back procedures

Mean: 3.72

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	7	21.88	
Satisfied	4.00	14	43.75	100
Neutral	3.00	7	21.88	
Dissatisfied	2.00	3	9.38	80
Very Dissatisfied	1.00	1	3.13	80
Don't Know - N/A	0.00	12		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		32	100.00	
Total		32	100.00	



Likely: Purchase and use E-books over traditional textbooks in the future

Mean: 3.25

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	7	17.07	
Likely	4.00	15	36.59	100
Neutral	3.00	7	17.07	
Unlikely	2.00	3	7.32	80
Very Unlikely	1.00	8	19.51	60
Don't Know or N/A	6.00	3		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		40	97.56	
No Response		1	2.44	
Total		41	100.00	

Likely: Make a future online purchase

Mean: 3.46

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	5	12.82	
Likely	4.00	19	48.72	100
Neutral	3.00	8	20.51	
Unlikely	2.00	3	7.69	80
Very Unlikely	1.00	4	10.26	60
Don't Know or N/A	6.00	5		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		39	100.00	
Total		39	100.00	

Likely: Rent a Textbook in the future

Mean: 3.80

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	10	25.00	
Likely	4.00	16	40.00	100
Neutral	3.00	11	27.50	
Unlikely	2.00	2	5.00	80
Very Unlikely	1.00	1	2.50	60
Don't Know or N/A	6.00	4		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		40	100.00	
Total		40	100.00	

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	12	28.57	
Likely	4.00	18	42.86	100
Neutral	3.00	6	14.29	
Unlikely	2.00	2	4.76	80
Very Unlikely	1.00	1	2.38	60
Don't Know or N/A	6.00	2		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		39	92.86	
No Response		3	7.14	
Total		42	100.00	

Likely: Purchase more clothing and merchandise if there was a better selection

Mean: 3.62

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	12	30.00	
Likely	4.00	8	20.00	100
Neutral	3.00	13	32.50	
Unlikely	2.00	4	10.00	80
Very Unlikely	1.00	2	5.00	60
Don't Know or N/A	6.00	4		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		39	97.50	
No Response		1	2.50	
Total		40	100.00	

Likely: Purchase computers and other electronics if it were available

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	4	9.52	
Likely	4.00	7	16.67	100
Neutral	3.00	16	38.10	
Unlikely	2.00	9	21.43	80
Very Unlikely	1.00	6	14.29	60
Don't Know or N/A	6.00	2		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		42	100.00	
Total		42	100.00	

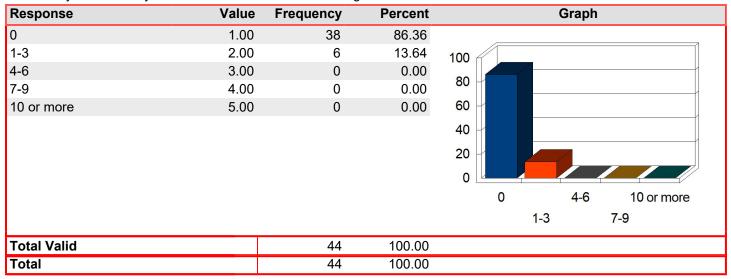
How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.05

Response	Value	Frequency	Percent	Graph
0	1.00	6	13.64	
1-3	2.00	30	68.18	100
4-6	3.00	8	18.18	
7-9	4.00	0	0.00	80
10 or more	5.00	0	0.00	60
				40
				20
				0 4-6 10 or more
				1-3 7-9
Total Valid		44	100.00	
Total		44	100.00	

For the textbooks you needed at TVCC, what percentage did you purchase at this bookstore?

Response	Value	Frequency	Percent	Graph
0%	1.00	6	13.64	
1-25%	2.00	10	22.73	100
25-50%	3.00	5	11.36	
50-75%	4.00	7	15.91	80
75-100%	5.00	16	36.36	60
				40
				20
				0
				0% 25-50% 75-100%
				1-25% 50-75%
Total Valid		44	100.00	
Total		44	100.00	



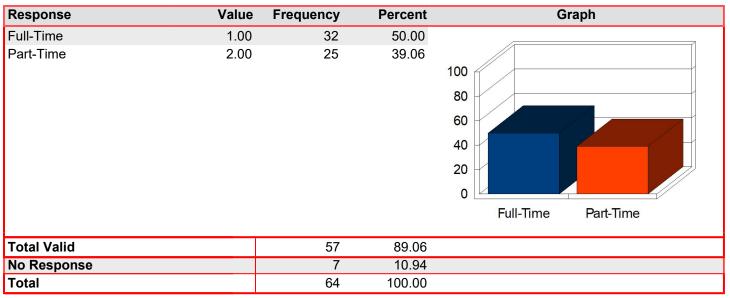
Trinity Valley Community College

Bookstore Satisfaction Survey

Fall 2019

TERRELL

Student Status Mean: 1.44



AGREEMENT: I am greeted when entering the bookstore

Mean: 4.00

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	18	28.13	
Agree	4.00	32	50.00	100
Neutral	3.00	10	15.63	
Disagree	2.00	4	6.25	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		64	100.00	
Total		64	100.00	

AGREEMENT: It is easy to get assistance at the bookstore

Mean: 4.19

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	23	35.94	
Agree	4.00	33	51.56	100
Neutral	3.00	5	7.81	
Disagree	2.00	3	4.69	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	0		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		64	100.00	
Total		64	100.00	

AGREEMENT: Bookstore staff responds to feedback to improve services

Mean: 3.90

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	16	26.23	
Agree	4.00	28	45.90	100
Neutral	3.00	12	19.67	
Disagree	2.00	5	8.20	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	3		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		61	100.00	
Total		61	100.00	

AGREEMENT: Bookstore staff has reasonable resolutions to my problems

Mean: 3.94

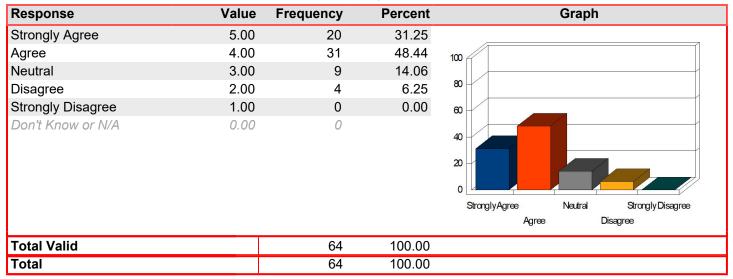
Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	19	29.69	
Agree	4.00	26	40.63	100
Neutral	3.00	15	23.44	
Disagree	2.00	4	6.25	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	0		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		64	100.00	
Total		64	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	21	33.87	
Agree	4.00	22	35.48	100
Neutral	3.00	15	24.19	
Disagree	2.00	2	3.23	80
Strongly Disagree	1.00	0	0.00	80
Don't Know or N/A	0.00	2		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		60	96.77	
No Response		1	1.61	
Multiple Responses		1	1.61	
Total		62	100.00	

AGREEMENT: The bookstore has helpful in-store signs

Mean: 4.06

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	21	32.81	
Agree	4.00	28	43.75	100
Neutral	3.00	13	20.31	
Disagree	2.00	2	3.13	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		Strongly Agree Neutral Strongly Disagree Agree Disagree
Total Valid		64	100.00	
Total		64	100.00	



AGREEMENT: The bookstore has reasonable hours of operation during the semester

Mean: 4.10

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	20	31.25	
Agree	4.00	31	48.44	100
Neutral	3.00	10	15.63	
Disagree	2.00	2	3.13	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	0		StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	

Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	23	36.51	
Agree	4.00	28	44.44	100
Neutral	3.00	10	15.87	
Disagree	2.00	2	3.17	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	1		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		63	100.00	
Total		63	100.00	

AGREEMENT: The bookstore does a good job of educating us on why books cost so much

Mea	an:	3.	82
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Response	Value	Frequency	Percent	Graph
Strongly Agree	5.00	14	22.58	
Agree	4.00	26	41.94	100
Neutral	3.00	17	27.42	
Disagree	2.00	4	6.45	80
Strongly Disagree	1.00	0	0.00	60
Don't Know or N/A	0.00	2		20 StronglyAgree Neutral StronglyDisagree Agree Disagree
Total Valid		61	98.39	
No Response		1	1.61	
Total		62	100.00	

AGREEMENT: I understand why books are expensive (publishers represent 75% of cost)

Value

5.00

4.00

3.00

2.00

1.00

0.00

Frequency

20

23

13

8

0

0

64

64

100.00

ners represent 75% of cost) Mean: 3						
Percent	Graph					
31.25						
35.94	100					
20.31						
12.50	80					
0.00	60					
	40 20 0					
	StronglyAgree Neutral StronglyDisagr	œ				
	Agree Disagree					
100.00						

Satisfaction: Assistance of staff

Response

Agree

Neutral

Disagree

Total Valid

Total

Strongly Agree

Strongly Disagree

Don't Know or N/A

Mean: 4.27

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	29	45.31	
Satisfied	4.00	24	37.50	100
Neutral	3.00	8	12.50	
Dissatisfied	2.00	2	3.13	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	

Satisfaction: Friendliness of staff

Mean: 4.32

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	33	51.56	
Satisfied	4.00	19	29.69	100
Neutral	3.00	9	14.06	
Dissatisfied	2.00	2	3.13	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	

Satisfaction: Knowledge of staff

Mean: 4.22

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	29	45.31	
Satisfied	4.00	21	32.81	100
Neutral	3.00	11	17.19	
Dissatisfied	2.00	2	3.13	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	0		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	

Satisfaction: Selection of school supplies

Mean: 4.15

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	25	39.68	
Satisfied	4.00	24	38.10	100
Neutral	3.00	10	15.87	
Dissatisfied	2.00	3	4.76	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	1		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		62	98.41	
No Response		1	1.59	
Total		63	100.00	

Satisfaction: Variety of college logo items

Mean: 4.10

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	24	38.10	
Satisfied	4.00	24	38.10	100
Neutral	3.00	10	15.87	
Dissatisfied	2.00	4	6.35	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	1		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		62	98.41	
No Response		1	1.59	
Total		63	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	21	34.43	
Satisfied	4.00	22	36.07	100
Neutral	3.00	12	19.67	
Dissatisfied	2.00	3	4.92	80
Very Dissatisfied	1.00	1	1.64	60
Don't Know - N/A	0.00	3		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		59	96.72	
No Response		2	3.28	
Total		61	100.00	

Satisfaction: Ease of locating products I need at the bookstore

Mean: 4.14

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	24	37.50	
Satisfied	4.00	27	42.19	100
Neutral	3.00	9	14.06	
Dissatisfied	2.00	3	4.69	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	0		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	23	37.70	
Satisfied	4.00	21	34.43	100
Neutral	3.00	12	19.67	
Dissatisfied	2.00	4	6.56	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	3		40 20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		60	98.36	
No Response		1	1.64	
Total		61	100.00	

Satisfaction: ONLINE textbook rental process

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	21	35.59	
Satisfied	4.00	18	30.51	100
Neutral	3.00	15	25.42	
Dissatisfied	2.00	4	6.78	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	5		Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		58	98.31	
No Response		1	1.69	
Total		59	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	19	32.76	
Satisfied	4.00	17	29.31	100
Neutral	3.00	18	31.03	
Dissatisfied	2.00	3	5.17	80
Very Dissatisfied	1.00	0	0.00	80
Don't Know - N/A	0.00	6		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		57	98.28	
No Response		1	1.72	
Total		58	100.00	

Satisfaction: Bookstores return policies

Mean: 4.03

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	20	32.26	
Satisfied	4.00	25	40.32	100
Neutral	3.00	12	19.35	
Dissatisfied	2.00	3	4.84	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	2		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		60	96.77	
No Response		2	3.23	
Total		62	100.00	

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	22	36.07	
Satisfied	4.00	23	37.70	100
Neutral	3.00	10	16.39	
Dissatisfied	2.00	4	6.56	80
Very Dissatisfied	1.00	1	1.64	80
Don't Know - N/A	0.00	3		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		60	98.36	
No Response		1	1.64	
Total		61	100.00	

Satisfaction: Using financial aid for your bookstore purchases

Mean: 4.24

Response	Value	Frequency	Percent	Graph
Very Satisfied	5.00	26	43.33	
Satisfied	4.00	23	38.33	100
Neutral	3.00	8	13.33	
Dissatisfied	2.00	2	3.33	80
Very Dissatisfied	1.00	0	0.00	60
Don't Know - N/A	0.00	4		20 Very Satisfied Neutral Very Dissatisfied Satisfied Dissatisfied
Total Valid		59	98.33	
No Response		1	1.67	
Total		60	100.00	

Likely: Purchase and use E-books over traditional textbooks in the future

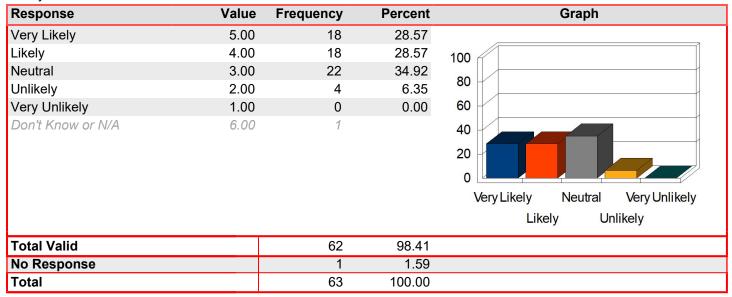
Mean: 3.82

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	18	29.03	
Likely	4.00	23	37.10	100
Neutral	3.00	16	25.81	
Unlikely	2.00	2	3.23	80
Very Unlikely	1.00	3	4.84	60
Don't Know or N/A	6.00	2		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		62	100.00	
Total		62	100.00	

Likely: Make a future online purchase

Mean: 3.98

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	18	29.03	
Likely	4.00	25	40.32	100
Neutral	3.00	13	20.97	
Unlikely	2.00	3	4.84	80
Very Unlikely	1.00	0	0.00	60
Don't Know or N/A	6.00	2		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		59	95.16	
No Response		3	4.84	
Total		62	100.00	



Likely: Make a future purchase at the bookstore

Mean: 4.16

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	24	37.50	
Likely	4.00	27	42.19	100
Neutral	3.00	12	18.75	
Unlikely	2.00	1	1.56	80
Very Unlikely	1.00	0	0.00	60
Don't Know or N/A	6.00	0		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		64	100.00	
Total		64	100.00	

Likely: Purchase more clothing and merchandise if there was a better selection

Mean: 3.70

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	18	29.51	
Likely	4.00	17	27.87	100
Neutral	3.00	19	31.15	
Unlikely	2.00	4	6.56	80
Very Unlikely	1.00	3	4.92	60
Don't Know or N/A	6.00	3		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		61	100.00	
Total		61	100.00	

Likely: Purchase computers and other electronics if it were available

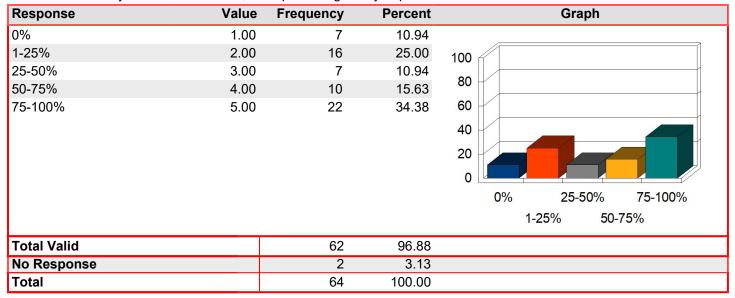
Mean: 3.60

Response	Value	Frequency	Percent	Graph
Very Likely	5.00	17	26.98	
Likely	4.00	18	28.57	100
Neutral	3.00	18	28.57	
Unlikely	2.00	6	9.52	80
Very Unlikely	1.00	4	6.35	60
Don't Know or N/A	6.00	1		Very Likely Neutral Very Unlikely Likely Unlikely
Total Valid		63	100.00	
Total		63	100.00	

How many times through the school year do you shop at the campus bookstore for any reason?

Mean: 2.19

Response	Value	Frequency	Percent	Graph
0	1.00	8	12.50	
1-3	2.00	41	64.06	100
4-6	3.00	10	15.63	
7-9	4.00	5	7.81	80
10 or more	5.00	0	0.00	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		64	100.00	
Total		64	100.00	



How many times have you have rented TEXTBOOKS using our online rental services?

Mean: 1.24

Response	Value	Frequency	Percent	Graph
0	1.00	49	76.56	
1-3	2.00	13	20.31	100
4-6	3.00	1	1.56	
7-9	4.00	0	0.00	80
10 or more	5.00	0	0.00	60
				40
				20
				0
				0 4-6 10 or more
				1-3 7-9
Total Valid		63	98.44	
No Response		1	1.56	
Total		64	100.00	